GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:4315
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Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the steps being taken to make India Tourism Development Corporation (ITDC)more aggressive in marketing as well as selling the concept of Indian Tourism abroad; and

(b) the targets fixed for the next two years?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): ITDC has taken the following steps:

1. Renewed thrust is being given by the corporation to Marketing.
2. Marketing division has been converted into a separate profit center.
3. Regular interaction with various travel and tour associations both in India and overseas has been intensified.
4. This division has launched a new website for more aggressive overseas marketing of the ITDC hotels.
5. Mailers are being regularly sent to over 3000 travel agents worldwide.
6. Regular participation in international and domestic tourism fairs and events is being organised.
7. Special rates are being offered to foreign tour operators.
8. Familiarisation tours for foreign tour operators and travel agents are being organised.
9. New Collaterals including brochures, posters, CD`s etc. have been introduced.
10. Executive-wise targets have been fixed for better accountability.
11. Modern marketing tools have been introduced for effective communication.

(b): In view of the uncertainty due to the prevailing disinvestment scenario, it is not feasible at present to clearly quantify targets.